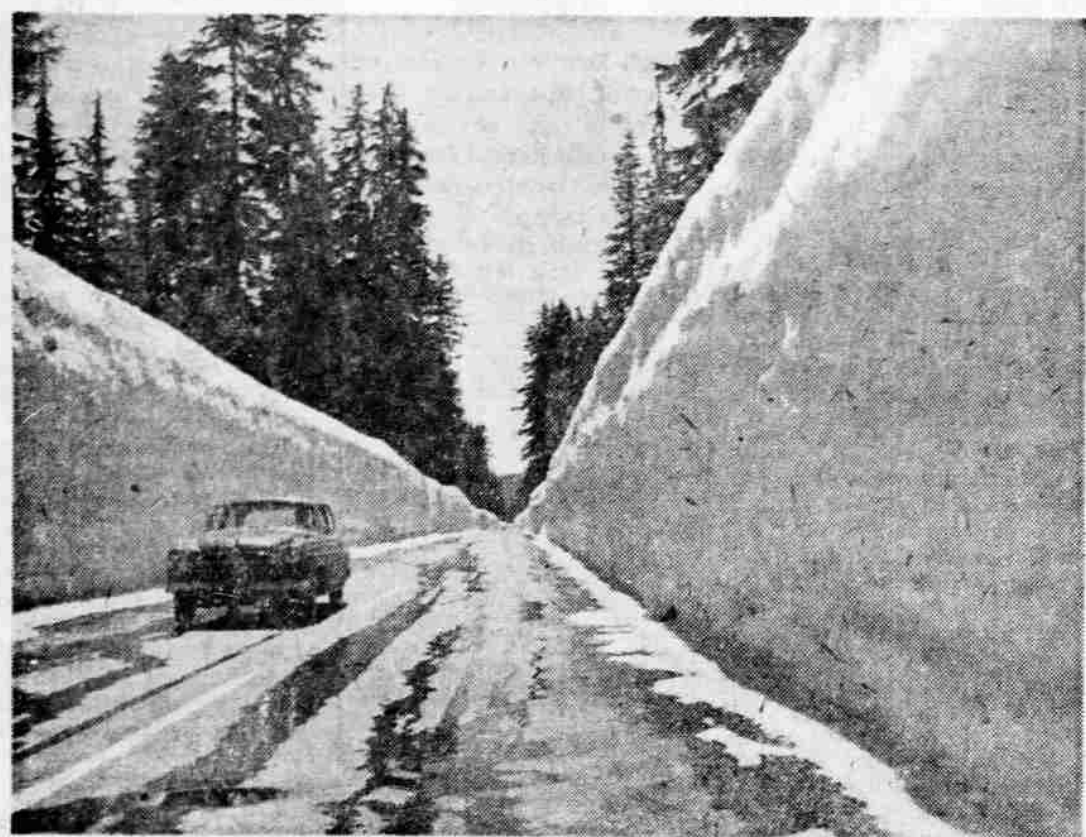


'Toggery Bill' Isaacs Sells Rogue River Home



SPRINGTIME—Spots of water on the highway leading to Crater Lake National park headquarters indicate the first signs of spring, although in lower elevations pear trees and spring flowers are in full bloom. The job of clearing all park highways of snow, preparations for the summer visitors, started recently, according to park officials.



NEW RESIDENCES—Construction started last year on new residences for park personnel at Crater Lake National park near headquarters. Shown above is one of the two-family units, designed to provide living quarters above the average snow level. Roofs are designed to hold the snow pack. Such design, officials said, will eliminate moving snow from around steep roofs so it can slide off.



PLOWING ROAD—National park personnel are kept busy all spring and into the summer months clearing roads in Crater Lake National park preparing for the tourist rush. Above equipment is shown plowing the road to the rim after a storm this winter. About 13 feet of snow was on the ground when the picture was taken by the national park service.



NEW CONSTRUCTION—Part of the Mission 66 program of the national park service is to provide adequate living quarters for park personnel. Above is one of the new four-family units at Crater Lake National

park. Not yet occupied, work on the buildings is expected to resume as soon as possible, park officials said. The picture was taken by park personnel earlier this winter.

Prominent People Stayed at 2-Story Building on Rogue

By BOB VROMAN
Mail Tribune Staff Writer
One summer day, some 70 years ago, a small boy in faded homemade shirt and trousers stood beside a trout stream making clumsy casts with a willow pole, trying to get his bait to go where he wanted it to.

The stream was tiny Salt creek above Eagle Point and the boy was William Isaacs, son of pioneer couple Mr. and Mrs. George W. Isaacs who operated a cattle ranch near Brownsboro.

This was Bill's first try at angling, but it was by no means his last because before the day was over he had hooked a 14-inch trout and he decided right then and there that fishing was the sport for him.

Name Almost Legend
Bill Isaacs, now 78, retired a number of years ago but his name, now almost a legend in southern Oregon, is well remembered by every long-time resident of the area.

Bill was known locally as "Toggery Bill" Isaacs, operator of the "finest men's clothing store between Portland and San Francisco," but he was more widely known as one of the best fly casters on the west coast and as an ardent, skillful fisherman who seldom came back from the Rogue river without a limit of steelhead.

Whenever he had spare time, Bill could be found down at the river, whipping the water with a wet or dry fly. Accuracy in casting and the ability to put a fly clear across the river if he had to was Bill's secret to catching lots of fish. The biggest steelhead he ever caught out of the Rogue river weighed more than 20 pounds and measured 36 inches in length. . . and he says, with a wink, that he has two witnesses to prove it.

Operated Toggery
Isaacs operated the Toggery from 1903 until his retirement in 1938. The business was last located in the building where the U. S. National bank is now and earlier further west on Main street. Before he opened the firm he and a partner ran a small cigar and confectionary store in Medford for several years, where Bill got the "feel" of being in business for himself.

He was just 23 years old when he opened the Toggery and had little money of his own. But he had a lot of initiative that enabled him to "wangle" credit from wholesalers in San Francisco and his business was successful from the very beginning because once he opened his doors he never let the people in southern Oregon forget that the Toggery sold men's clothing.

He was always thinking of new ways to get his firm's name before the public, and though his methods may seem a little unorthodox now, they certainly worked for him in those days.

Paints Signs
He painted signs on fences in the outlying areas reading "Toggery Bill, the farmer's friend," or hung signs over the basins in wash rooms, in hotel lobbies or any place where people would read them. He ran eye-catching ads in the newspaper that began "Toggery Bill breaks jail" or "Toggery Bill steals ducks."

Once he made a special trip out to the Blue Ledge mine on the upper Applegate to put up a sign reading "Toggery Bill, the miners' friend." But his best advertising was the fact that he gave his customers a square deal and all of his clothing was sold on a "money-back-if-not-satisfied" guarantee.

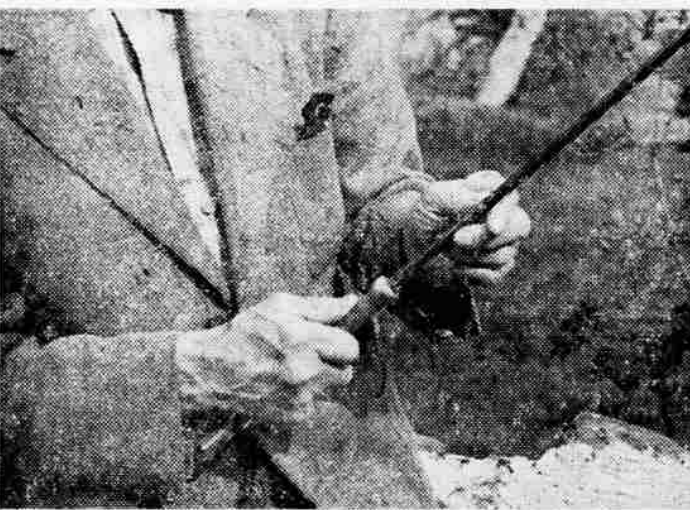
Bill was all business when he was at the store but after hours he could be found most any evening indulging in his favorite pastime—fishing. For many years he fished the Rogue river up and down for a hundred miles of its length but in 1927 he built Big Rock lodge about two miles up river from Bybee bridge and found he had all the fishing he wanted right at his back door.

Sells Lodge
Just last week Isaacs sold the lodge and he and his wife are in the process of moving their belongings to an apartment in Medford. He says that it is with much regret that he leaves this rustic "castle" on the river that was his home for so long.

The two-story structure is built almost entirely of peeled



BIG ROCK LODGE—This rustic log home on the Rogue river, built in 1927 by Bill Isaacs, housed many people of renown in the days when Rogue river steelhead fishing was world famous. Ex-President Herbert Hoover slept three night in the right front bedroom in July, 1928. Bill sold the lodge recently and he and his wife now live in an apartment in Medford.



FAMOUS GRIP—Casting a wet or dry fly a great distance was the specialty of "Toggery" Bill Isaacs which called for the powerful grip shown in the picture above. He once fought a steelhead on light tackle for an hour and ten minutes. He was also an expert on accuracy and back in the 1930's scored 98 out of 100 in a flycasting tournament in Portland. His mark tied the national champion's score that year.



RIVER MAESTRO—"Toggery" Bill Isaacs, king of the Rogue river fishermen in the early days, is shown above on the "beach" at Big Rock lodge where he has caught hundreds of fighting steelhead. The trees in the background were partially up-rooted in the flood of 1955.

ed, varnished logs and has a huge rock fireplace in the living room. Bill designed the building himself and he claims there is no other place like it anywhere. His favorite spot in the house was the glass-enclosed "river room" where he and his wife could look out over a broad stretch of the moody Rogue river while they ate their meals.

Bill was one of the greatest boosters of the Rogue river country that this area has ever known. He entertained many prominent people, including Ex-President Herbert Hoover, at Big Rock lodge and showed them how and where to catch the famous Rogue river steelhead. It was said that Bill knew every fish in the river by its first name.

Chamber Director

He was a member of the board of directors and vice-president of the Medford Chamber of Commerce for many years and was one of the hardest "pushers" in getting a decent road to Crater lake in the early days. He was made president of the chamber in 1938 and he now is an honorary lifetime member. Medford Chamber of Commerce has since combined with the Jackson County Chamber of Commerce, and Bill is its oldest living member.

As head of a sportsman's group here he was instrumental in getting legislation passed to eliminate commercial fishing at the mouth of the Rogue when the practice of gill-netting threatened to wipe out the river's steelhead and salmon population. As head of Medford Merchant's association he helped bring about the closing of retail stores at 5:30 instead of 6 p.m., but he denies that this idea

far astray from the whole idea—fishing, and rather than put so much importance on the "fancy" aspects of casting he preferred the kind of casting that would get results in steelhead.

He caught hundreds of the fighting fish in his day and he either gave them away or kept them to eat himself. His favorite way to prepare the fish was to cut them into steaks and fry them in sizzling fat, although he sometimes baked them whole.

Bill was often called upon to speak before women's organizations, Boy Scout groups and at various civic meetings and was guest speaker at the first meeting of the Shasta-Cascade Wonderland association when it was first organized.

In effect, Bill was the Rogue valley's public relations man, promoter, idea man, ambassador and receptionist for tourists—without pay.

Wanted Maps

He tells the story of a man named Ceph Salisbury, head of the Automobile club of southern California who was up in this country to get some maps made of the area. Bill spent several days helping him collect data but refused pay for it and to square things up Salisbury offered to broadcast the fishing conditions in the Rogue river every week for a year over radio station KNX. Bill prepared the weekly reports and Salisbury stuck to his word. As a result, the Rogue country received much publicity in the southern California area.

Bill also relates the time when the world's champion fly caster, Walter Mansfield, came here to visit him from San Francisco. The two men went fishing together on the Rogue but in spite of Mansfield's supposed "edge" as a caster, Bill caught two steelhead for every one his guest landed.

Finest Streams

The Rogue river was one of the finest fishing streams in the United States until recent years and people like Charles Lindberg, Flo Zieg-

General Labor Law Attempt Scoffed At

Washington — Senate Democratic Leader Lyndon B. Johnson dismissed as "pure political hogwash" Saturday a Republican drive to broaden the senate's welfare fund bill into general labor legislation.

The Texan made the statement just before the Senate began its third successive round-the-clock session on the welfare and pension fund reform bill.

The major controversy centered on some 30 Republican-sponsored amendments covering a wide range of labor proposals.

Senate Republican leader William F. Knowland touched off the GOP drive by offering amendments what he called his workingman's "Bill of Rights." The basic provisions of the pending Democratic bill would require full disclosure of the financial operations of employee welfare funds.

"Laughing Stock"

Other Republicans followed Knowland's lead and Secretary of Labor James P. Mitchell arranged to have the administration's own labor bill offered as a series of amendments.

But Johnson told newsmen that "technical language" of some of the pending amendments "would not even work." If they were written into the bill, he said, they would "make us a laughing stock" when the measure was taken up in the house.

"If you want legislation in-

stead of an issue, if you want a constructive program instead of political speeches," he said in a chat with newsmen, the proper procedure to follow would be to let the senate labor committee draft a labor bill.

That is the course which Johnson has been urging throughout the three-day debate. He has the support of almost all Senate Democrats in the proposal.

Another Labor Bill

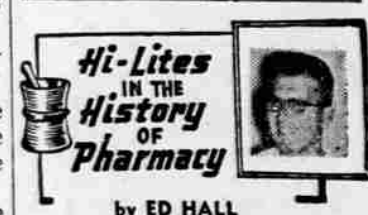
Johnson has stated that he expects the Senate to consider another labor bill this year. Knowland was voted down on four of his proposals Friday. He has served notice that he will demand roll calls on six more.

Johnson hoped to complete action on the bill today, but Knowland doubted if it could be put to a final vote so soon.

Knowland told newsmen he "wouldn't be a bit surprised" if he picked up strength on voting tests expected later Saturday.

PATIENCE RUNS OUT

Columbus, Miss. — George Adams' patience finally ran out and he decided to wait no longer for his errand wife to return. He filed a divorce suit against his mate, whom he hasn't seen since she walked out 40 years ago.



The Apothecaries system of weights and measures is a part of the English system and has been used in United States since colonial times in the compounding of prescriptions. The unit of weight is the grain.

Table of Weight	
20 grains (gr.)—1 scruple	
3 scruples or 60 gr.—1 dram	
8 drams or 480 gr.—1 ounce	
12 ounces or 5760 gr.—1 pound	
The unit of liquid measure is the minim.	

Table of Fluid Measure	
60 minims—1 fluidram	
8 fluidrams or 480 minims—1 fluidounce	
16 fluidounces—1 pint	
2 pints—1 quart	
4 quarts—1 gallon	
a drop of fluid from a medicine dropper is considered to be equal to a minim.	

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